



CITY OF CHELSEA, MA
Department of Housing & Community Development

City Hall, 500 Broadway, Room 101 · Chelsea, MA 02150

Call for Graphic Designs & Illustrators

The City of Chelsea seeks qualified graphic designers and illustrators to provide design and art services for a variety of assignments for print and digital collateral projects and on-call requests. Selected respondents will be included in a pool of contractors to be called upon for specific, mutually agreed upon assignments.

Materials produced will present and promote a variety of City programs, services, and initiatives through clear, culturally competent, and compelling visual identity and design. Quality graphic design builds community pride and participation in municipally-sponsored activities.

Work will support municipal departments such as the City Manager, Public Works and Housing & Community Development as well as Chelsea Prospers, the City of Chelsea's initiative for neighborhood vitality. To accommodate such a varied portfolio designers from a wide range of styles are welcomed.

Primary assignments:

Special Event Posters Event & Streetpole Banners Social media icons
Promotional items like t-shirts, totes and buttons

Other possible assignments:

Flyers & Brochures Reports Presentations
Outdoor Signage Info Graphics Newsletters

Project assignments will be contracted at a flat rate with fees typically in the \$300 to \$600 range. Assignments usually are done remotely. Work flow typically has a 10-day timeframe with the presentation of 3 to 5 design concepts, a draft based on the selected concept, one revision and submission of the final digital file.

Qualifications: Effective in reaching culturally diverse, English-speaking and non-English speaking audiences. Demonstrated technical proficiency and composition. Ability to work independently and complete assigned tasks within deadlines. Experience working within Brand Style Guidelines helpful.

For consideration, please submit electronically in a single pdf file:

- 1) Cover letter describing history of experience providing graphic design services and/or illustrations for arts entities, municipalities, not-for-profits and civic organizations.
- 2) Resume.
- 3) Link to online professional portfolio. Should include at least ten (10) work samples representing a variety of styles and media. Work samples can be on behalf of the same client and work samples can be for paid or unpaid projects.
- 4) At least two references are required.
- 5) Any other information about relevant specialties and skills.

Deadline for submissions is May 2, 2022. Submit materials to Mimi Graney, Civic Design and Engagement Strategist, at mgraney@chelseama.gov.